

February 9, 2010

ADDENDUM #1 TO
MONTANA DEPARTMENT OF TRANSPORTATION
REQUEST FOR PROPOSAL
#HWY-309422-RP

Listed below are the written questions received in regards to Request for Proposal #HWY-309422-RP. All questions are “verbatim” as presented to the Department.

Section 3.0 BACKGROUND:

1. Has the airport worked with any marketing consultants in the past? If so who were they and what was the nature of the work?

Response: The airport has worked with Banik Communications out of Great Falls for the development of the marketing study and plan.

2. Is the airport currently or has it previously collaborated with any private sector partners on marketing efforts?

Response: No, other than the previously described marketing study and plan provided by Banik Communications.

3. Is there a preference for a Montana-based contractor?

Response: No, Montana law does not grant a preference.

4. Section 5.0 Cost Submittal: The RFP requests “hourly rates for each staff person, fringe benefit rates for each staff person, overhead rates and direct costs.” May we submit a single “fully-burdened” rate for each staff member that includes all these, or would you prefer to see them broken out separately?

Response: A single fully burdened rate is sufficient

5. Section 5.1 Travel Expenses: Is it accurate to interpret that section to mean you do not want travel costs included in the cost proposal?

Response: All costs should be included.

6. Section 5.2 Budget: Should the cost proposal cover one year or two (optional renewal year).

Response: The proposal should cover one and be adaptable to include a 2nd as funding permits.

7. Do you have any indication of what percentage of the budget should be allocated to which tasks and categories? Specifically, how much to paid media?

Response: The airport has no indication outside the marketing study results. It is expected that qualified firms would better provide this information based on experience and the materials provided in the RFP.

8. In scoring the cost proposals, the cost allocation formula would seem to penalize proposers recommending full use of the budget. A proposer who budgets to spend \$30,000 on paid advertising, for example, will score fewer points than one that budgets \$20,000. Is there a way to adjust the mechanism so you are scoring based on value or actual cost, rather than simply who will give you the least?

Response: The budget is fixed at the noted \$74,000 and is crucial that any firm demonstrates that it is capable of utilizing it efficiently and effectively without exceeding it. Scoring on the cost allocation is minimal at 20% of the entire score.

9. 3.1, page 12, OVERVIEW

What will MDT or the airport contribute to the implementation of recommendations under a new marketing plan?

Response: The airport and MDT have already designed a logo, numerous taglines and event ideas, and identified marketing partners. The airport and MDT are also in collaboration to rework the current airport website and move its contents and title to a more commercialized type. The airport is requesting an exemption from the State Department of Administration to do this.

10. 3.3.1, page 13, Marketing Plan *Describe in detail a marketing plan to showcase the WYS.*

Is MDT asking for a the development of a new marketing plan as part of this proposal, or is the offeror intended to provide a proposal for delivery of the existing marketing plan?

Response: MDT is requesting an example of how you would deliver on the current elements of the existing marketing plan.

11. 3.3.2, page 13, Web Site *Describe in detail the web site layout, design and management of a web site.*

Where would the web site be hosted?

Who would be responsible for the maintenance of the web site?

Is the logo for Yellowstone Airport that appears on the mdt.mt.gov web site a finalized logo?

What, if anything, would MDT contribute to the hosting, construction or maintenance of the web site for Yellowstone Airport?

What do you mean specifically by “management” of the web site?

Do you anticipate any private or tourism sector partnership contribution to the web site hosting, construction or maintenance?

Response: MDT is currently creating, hosting and maintaining a new website. The logo on the current website is not finalized. Management of the website is to gauge the firm’s capability to provide instruction, assistance, and monitoring of the new site for efficiency and effectiveness utilizing the firm’s expertise. The airport does not anticipate a collaborative partnership as viable at this time due to State’s rules governing websites.

12. 3.3.3, page 13, Event Marketing *Describe in detail how you would promote a major media event.*

When would the “major media” event take place?

Where would the “major media” event take place?

Is there already an event that MDT, the Airport, or tourism and commercial partners have in mind, and if so, what is it?

Does the airport plan to make a major event to commemorate the 75th anniversary of air-mail to West Yellowstone?

Response: This question is to illustrate the firm’s capability of handling an event. The airport does not have a major event in work at this time.

13. 3.3.4, page 13, Print Advertising *Describe in detail any mailings that will promote the WYS.*

What brand identity and marketing materials already exist?

Response: Logo and taglines are already developed.

14. 4.1.3.2, page 14, METHOD OF PROVIDING SERVICES *Include information on the different ways the marketing campaign can be presented to the public and target audience.*

Will there be a public meeting to present the marketing plan to stakeholders and the community?

Response: No.

15. 5.2 Budget

For budgeting purposes, should the plan proposed include the cost for the offeror to design and program the web site?

Response: No, The airport is already invested in this area. Consultation services may still apply.

16. 6.0, page, EVALUATION CRITERIA

Who will do the rating or scoring of the RFP responses?

Response: An evaluation committee made up of four (4) Department of Transportation employees.

17. Is there a possibility that the airport will grow to a year-round airport in the future?

Response: That is always a possibility but there are no plans including that development to date.

18. It was unclear in the market analysis how current enplanements or deplanements were reserving their flights in or out of the WYS or booking FBO service if you can elaborate on how the current services are booked.

Response: The airport believes most are web based.

19. To be clear, is the \$74,000 budget for each year? (\$74,000 for the initial contract term and a budget of \$74,000 for the renewal year) Or, is it for both years total?

Response: The total budget for the entire project regardless of length is \$74,000.

20. Is the overall emphasis on an awareness of the Skywest service, or is the FBO included in the target marketing sought?

Response: The grant is centered on the commercial carrier service. The purpose is to increase SkyWest's traffic into and out of WYS. However FBO services and General Aviation do still generate enplanements such as air taxi or charter based services that would meet the requirement.

21. It is unclear in any of the materials if there is a restaurant still available at the airport?

Response: The airport is issuing a letter of interest for this service in the near future.

22. What services are provided at the airport for check-in, rental car delivery, FBO services?

Response: The area has a taxi service; most of the hotels have airport shuttles. The airport has both AVIS and Budget rental cars available on the field. FBO services include fueling, parking, rental car delivery, and catering.

23. Is the cost for the magazine print advertising, online marketing or an event to be included in this budget?

Response: All costs should be included.

24. With the high cost of print advertising, would mostly electronic/online marketing be acceptable if there was a high ROI?

Response: Yes.

I, _____ have received the following addendum:
(Company Name)

Addendum #1 _____
(Signature)

A copy of this signed addendum **MUST** be included with your bid response. Failure to include a copy of this addendum with your response will result in disqualification of your response.

MDT attempts to provide accommodations for any known disability that may interfere with a person participating in any service, program or activity of the Department. Alternative accessible formats of this information will be provided upon request. For further information call Richele Parkhurst at (406) 657-0274 Voice or 1-800-335-7592 TTY or TTY (406) 444-7696.